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INTRODUCING

## THREE SPLENDID NEW ASTERS

HEART OF FRANCE

VICK'S PEERLESS YELLOW

VICK'S SILVERY ROSE

AND VICK'S RUFFLED PETUNIAS



HEART OF FRANCE ASTER

## FOREWORD

IN looking forward to the glorious days following a complete victory for the forces of freedom, you will doubtless be glad to have a few valuable novelties in flowers to brighten up your flower seed pages. If victory comes soon, as we all hope, there will be greater demand for flowers than ever. In any event, there will be sufficient demand for high-class flowers as to make the introduction of valuable novelties well worth while. We are fortunate in having three new asters of unusual merit this year, in the introduction of which, following our usual custom, we give other members of the seed trade an opportunity to share.

## HEART OF FRANCE

The best pure red Aster ever introduced. All others have somber shades of blue or too much yellow in the color pigments. Heart of France opens red as the purest ruby, deepens with age and retains its remarkable beauty to the very end. The petals appear strikingly changeable, showing now a glow and sheen quite unique, now a soft warm velvety texture. In any light, natural or artificial, Heart of France is startlingly beautiful and will command instant admiration.

The flowers are large and full with never a trace of hollow center. The plants are of branching type and very robust habit. The stems are long and strong and have very few laterals. The plants begin to bloom quite early in the season and open fully with the mid-season varieties. They retain their brilliancy and luster for a longer period than almost any other color.

This will be a tip-top variety for florists as well as home gardeners for the reason that the flowers and stems are so large and vigorous and their shipping and long keeping qualities are such as to make it a winner for almost any purpose. Heart of France will surely supplant all other reds and near reds of either branching or upright types because of its marvelous beauty and other satisfactory characteristics. See illustration on first page.

## VICK'S PEERLESS YELLOW ASTER



"While one man is explaining why a thing can't be done another does it." Ten years ago this fall Horticulturists and other high-brows were informing the magazine readers that Asters did not produce yellow or blue flowers. That year we introduced Vick's Imperial Yellow, ( Fred Vick called it Lemon Drop ). Without question that has been the best and most popular Yellow Aster up to date. Now we have the pleasure of introducing a big yellow Aster with type securely fixed. Every flower will come a beautiful chrysanthemum yellow. The flowers are remarkably full and ball shaped, with centers so deeply covered with curled and twisted florets that the variety is almost a record breaker in scarcity of producing seed.

The plants are of branching type and very vigorous. It is not unusual to find a plant with from twenty to thirty good flowering stems sufficiently long and with flowers of ample size for extra fancy cut flower purposes. So numerous and large are the flowers that the plants are completely covered like a golden dome. Frequently visitors comment on its resemblance to a miniature yellow snowball. In a bed the plants will easily fill across two foot rows. In a border a single row is ample. It is certainly a winner in its class and color.



## VICK'S SILVERY ROSE ASTER

Here is another robust, long stemmed, large flowering new variety. Every petal is a combination of deep lilac rose, almost cerise, very delicately threaded with white. Do not get the impression that this is a striped variety. The threads are so tiny as to give the petals a silvery sheen. Even the slightest change in light will shade the petals from a rich glowing rosy cerise to a silvery rose. The ladies say that the old fashioned color, Ashes of Roses, exactly describes this color. Others call it Old Rose. But as it is infinitely better than several of the earlier varieties introduced by us, to which we gave the name Old Rose, it would be a pity to handicap this mammoth glorious flower with a name suggestive of these inferior predecessors.

The plants are very vigorous. The stems are unusually long and the flowers very large. This variety stands out above every other in the field in which it grows for size and vigor. The unusual, distinctive color is so appropriate for wreaths, design and decorative work, that we fancy it will rival in popularity, our Lavender Pink, which without question is the most popular color, except white, with the cut flower trade.



### PRICES TO THE SEED TRADE

We enclose a sample of a small packet in which our seed will be furnished, of suitable size to insert in your own seed packet. All packets will be filled by the same gauge that we use for our own trade. Our retail prices on these new varieties will be 25 cents per packet. To catalogue seedsmen who will list them under their true names we offer each variety at **\$12.50 per hundred packets**. We can furnish electrotypes of each of these varieties as follows:  $3\frac{1}{4} \times 3\frac{1}{4}$  in. at \$1.50;  $3\frac{1}{2} \times 3\frac{1}{4}$  in. at \$2.25. We will include the smaller size electro free with an order for one hundred packets; the larger size electro free with an order for two hundred packets.

Growing as we do a larger acreage of asters than any other concern in the world, and having specialized in asters for over thirty years, and especially having introduced more varieties which have come to be recognized by all seedsmen as standard in their particular classes, we presume that our judgment of the value of a new variety of asters will be accepted by most seedsmen. We are willing to risk our reputation on the assertion that "Heart of France," "Vick's Peerless Yellow" and "Vick's Silvery Rose," are three of the most important introductions in Asters in the past five years.

We hope we may be favored with a good sized order for all three of these new varieties. Please specify the size electro you desire so that it can be forwarded at once.

You are at liberty to copy any part or all of these descriptions. The order for seed will be filled as soon as stock is harvested, thoroughly clean, and ready for market.



THE BEST  
RUFFLED  
FRINGED  
DELICATELY  
VEINED AND  
MARVELOUSLY  
COLORED  
PETUNIA  
EVER  
OFFERED

## VICK'S RUFFLED PETUNIA

For several years we have been working up a strain of single ruffled and fringed Petunias. Most of the work of hybridization, plant selection and development was done under the personal supervision of the late Fred W. Vick. So far did he carry the development of this stock that all seedsmen who have seen it agree that it is the most superb strain of Petunia known to the trade to-day. All of our seed plants are greenhouse grown in individual pots. In order to keep up the strain we devote one entire house to growing these plants.

We have had numerous flowers five inches in diameter with the edges so fringed and ruffled that experts in flowers and rosettes estimate the entire circumference more than three feet.

After studying for weeks the brilliant colorings and delicate threads or veins in every conceivable hue, an artist whose color sketches of flowers are greatly admired, says: "No human being can ever depict accurately in colors the exquisite beauty and intricate detail of your Ruffled Petunia. Its gorgeousness baffles description."

This is the first year we have had sufficient seed to offer to the trade. Our retail price is 25 cents a packet. We offer a limited quantity only, either in bulk or packet, as follows: **per ounce, \$50.00**, not less than one quarter of an ounce at this price; **in packets:** small size, like sample enclosed, suitable to insert in your own seed packet, **\$12.50 per hundred**, electro  $3\frac{1}{4} \times 3\frac{1}{2}$  in. \$1.75. The electro will be furnished free with an order of two hundred packets.



# JAMES VICK'S SONS

95-97 ST. PAUL STREET

## ROCHESTER, N. Y.

"THE FLOWER CITY"

NOTE—The illustrations are printed from electrotypes described in these pages.